

PRESS KIT 2025



**appning**

by **FORVIA**

**FORVIA**  
Inspiring mobility

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# Appning by FORVIA

Appning by FORVIA is a scalable white-label Apps Market solution, designed to leverage in-car connectivity, creating new scenarios beyond driving to meet customers' needs and expectations. It provides top, secure, and user-friendly automotive apps and infotainment solutions, fully customizable by carmakers to enhance user experience.

FORVIA's leading Apps Market has a growing portfolio of more than 200 applications already integrated into 23 car brands around the world and aims to reach 20% of the connected car market share by 2025.

FORVIA empowers developers in creating automotive compatible apps by providing guidelines, testing environments, certification and assistance for in-vehicle ecosystems. Standardizing development processes ensure high-quality user experience across OEMs and simplifies apps onboarding.

The strengths of Appning by FORVIA lie in the seamless integration of its applications into the automotive world, as well as its monetization strategy designed for carmakers and app developers. As a result, FORVIA's customers can offer the very best in digital technology, while ensuring total user safety.

## Appning by FORVIA Key Figures

Worldwide  
operating, except China

100 employees  
worldwide  
representing 14 different  
nationalities (Portuguese, Dutch,  
French, Brazilian, Nepalese,  
Lao, Chinese, Indian, Egyptian,  
Spanish, Romanian, etc.)

+200 apps

13 OEMs and  
23 car brands  
VW (VW & Škoda), Mercedes-  
Benz, BMW (Mini & BMW),  
Stellantis (Peugeot, Citroën,  
Opel, DS, Vauxhall), Renault,  
Dacia, Geely (Lotus, Smart,  
Zeekr, Lynk & Co, Galaxy),  
Leapmotor, SAIC, Chang'an,  
GAC, GWM, BYD, FAW, Hozon

First Tier 1  
supplier  
to offer Microsoft Teams

Spotify's  
trusted choice  
in automotive distribution

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## About FORVIA

The automotive industry is undergoing significant transformation. The integration of electrification, connectivity, and customization, along with the pursuit of enhanced sustainability, is reshaping the design, production, and utilization of vehicles by consumers.

In a changing industry, transformational companies are needed: FORVIA is at the forefront of this change, working tirelessly to define a more people centric mobility.

As the seventh largest automotive technology supplier in the world, FORVIA brings together two European tech leaders - Faurecia, a leading French company in automotive technology, and HELLA, a leading expert in lighting technology and automotive electronics headquartered in Germany. The Group leverages this extensive know-how to create safe, affordable, customized, and sustainable mobility experiences.

Already, one out of every two vehicles worldwide is equipped with FORVIA technology from six business groups.

### FORVIA Key Figures

260 industrial sites

76 R&D centers

40 countries

150,000 employees

#### LIGHTING

- Front lighting
- Rear lighting
- Car body lighting
- Interior lighting

#### ELECTRONICS

- Automated driving
- Cockpit electronics
- Energy management
- Lighting/body electronics
- HMI/displays
- Sensors & actuators
- Apps Market
- Perceptual UX Engine
- Safe UX Engine

#### LIFECYCLE SOLUTIONS

- Special Original Equipment
- Parts & accessories for the independent aftermarket
- Diagnostic services for testing & repair

#### SEATING

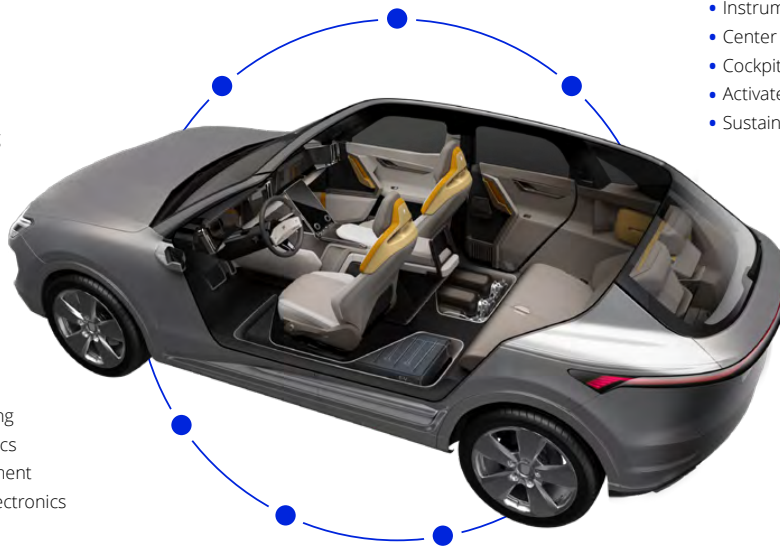
- Seat structures with advanced safety systems: frames, mechanisms, and mechatronics
- Complete seats for a comfortable onboard experience: foam, covers, comfort & wellness solutions, and seat assembly

#### INTERIORS

- Instruments & door panels
- Center consoles
- Cockpit modules
- Activated surfaces
- Sustainable materials

#### CLEAN MOBILITY

- Ultra-low emissions solutions for passenger & commercial vehicles
- Zero-emission solutions for battery & fuel cell vehicles



## Going global: the journey of a start-up

Founded in 2019 as a joint venture between FORVIA and Aptoid in Lisbon, Portugal, FORVIA's Apps Market (FAA) aimed to adapt Aptoid's technology for automotive applications. This innovative approach sought to transform in-vehicle infotainment by integrating a comprehensive app ecosystem. FAA debuted in the automotive market in 2021 with the Volkswagen Group in Latin America, and later expanded to Asia. Since then, it has been used in vehicles from OEMs such as Mercedes-Benz, BMW Group, Geely and Renault Group.

In May 2024, FORVIA fully acquired FAA to accelerate its global footprint and strengthen its position in automotive infotainment. Today, the new name Appning by FORVIA reflects FORVIA's dual ambition: to remain a key player in the in-vehicle Applications ecosystem and to continue its development by capturing new market share. With 13 OEMs and 23 car brands using its technology, Appning aims to reach 20% of the connected vehicle market share by 2025. This acquisition will allow Appning to focus on developing innovative solutions to ensure that its platform remains at the forefront of the automotive digital experience. All technologies are developed in-house by a team of over 50 software experts, ensuring seamless integration and a superior user experience.



## Ecosystem

Appning plays a pivotal role in standardizing the onboarding of apps on the Android Automotive Operating System, fostering a robust and rapidly expanding app ecosystem across carmakers. By forming strategic partnerships with leading content providers such as Spotify, Amazon Music, Booking, Audible, TikTok, Microsoft Teams, Zoom, and Rovio, Appning ensures a diverse and high-quality selection of applications for drivers.

The curated App portfolio is aggregated by signing the most popular applications requested by drivers and OEMs with the car as first-class citizen. The portfolio consists of the top global applications as well as sourcing applications unique for certain regions and use cases.

The company is dedicated to eliminating barriers for the content industry to enter the automotive market, streamlining the process for developers through comprehensive tools and active support. Appning not only guides developers in developing once and deploying the application across many vehicles, but also collaborates closely with its automotive customers to establish standardized and monetizable solutions. As the certification partner for carmakers, Appning provides a simplified communication channel for developers, enabling a faster go-to-market process. To comply with safety regulations, Appning implements driver restrictions following Android's standard guidelines. This approach ensures a seamless integration of apps, enhancing the overall in-vehicle infotainment experience and driving innovation within the automotive sector.



# Three questions to

**François Tardif, EVP Clarion  
Electronics, FORVIA**



## **What strategic advantages does FORVIA gain from assuming full ownership of Faurecia Aptoides Automotive?**

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The world of in-car connectivity and personalized mobility experiences is moving at an extraordinary speed, boosted by new technology enablers – SDV EE vehicle architectures, 5G deployment – and by new entrants in the auto industry, with electronics and internet-oriented backgrounds. This combination has brought cockpit innovations at a pace never seen before, in response to consumers, especially young Asian consumers, with strong appetite for new technologies. The responses of the automotive industry have followed three main avenues:

- Connection and mirroring of mobile phones to the car system,
- Integration of a mainstream appstore as the built-in vehicle infotainment environment and, last but not least,
- Creation of a car maker specific vehicle environment where all brand specificities can be reflected, in which a complete connectivity solution is offered via an appstore.

This last solution is the one selected by FORVIA as the most promising one

because it enables the carmakers to keep their brand identity, while bringing to the consumers a mobility-specific set of Apps, especially adapted to the car safety and usage requirements. Such a solution also enables vehicle manufacturers to keep control over the data flows in their vehicles. In this context, the race for market shares is essential to establish a market position and create value for the ecosystem. The initial successes of Appning, founded in 2017 as a joint-venture between FORVIA and Aptoides, have been exceptional. In 2025 Appning targets to be the world leader aiming to attain 20% of connected vehicles market share through its Apps Market.

## **How can software innovations shape the future of mobility?**

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The future of mobility will be focused on carbon neutrality, safety and personalized experiences. In all aspects, the acceleration of on-board electronics calculation power over the past years has made innovative functionalities and features accessible through software. The most relevant examples here are in the fields of automated driving and connectivity systems where recent developments have been impressive. Software is the enabler of these innovative functionalities that matter to people. With increased computing capacities, new software technics become accessible to the car environment as AI or Gen AI, hence broadening the scope of possibilities. We shall anticipate an accelerated development of software-defined functionalities in the fields of Safety and Automation, such as Advanced driver assistance systems and User-Centric Interfaces, featuring intuitive

apps, real-time updates, and user-friendly interfaces that enhance the overall mobility experience.

## **How does the strategy of integrating software and app markets impact the automotive industry?**

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New car designs split electronic into two parts: hardware and software. The objective is to optimize the cost and make the driving experience more personal. As software has become independent from hardware to a large extent, hardware has evolved towards standard high-performance computing (HPC) platforms. Here, standardization and volume massification is of essence. HPC platforms handle basic software tasks, like operating systems and peripherals. Above them, we have middle layers with features related to the car's equipment. These layers can get updates during the life of the vehicle through Over The Air (OTA). On the higher level will come the Apps level software which will carry most of the vehicle personalization and will ensure the user the expected mobility experience. With this structure, it is clear that software will be a game changer for the automotive industry by accelerating innovation and allowing seamless communication between cars, infrastructure and other devices in order to enhance safety. Also, while apps offer benefits, they also pose challenges related to cybersecurity, privacy, and system reliability. The industry must address these concerns effectively. At FORVIA, we prioritize user privacy and security, which is why we do not use or sell data from customers.

# Three questions to

**Thijs van Herkhuizen,**  
**General Manager, Appning by FORVIA**



**Can you elaborate on the specific tools and support Appning provides to app developers to facilitate the creation of automotive-compatible applications? How do these efforts contribute to the overall standardization of the Android Automotive platform?**

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Appning by FORVIA offers a comprehensive suite of tools and resources designed to support app developers in creating automotive-compatible applications. These include detailed development guidelines, testing environments, and support for integrating automotive-specific features such as voice control and advanced navigation systems. We also provide direct assistance and collaboration opportunities with our technical teams to help developers optimize their apps for the in-vehicle environment.

By standardizing these development processes and offering extensive support, we ensure a consistent and high-quality user experience across all apps on our platform. This standardization not only simplifies the onboarding process for developers but also contributes to a cohesive and reliable ecosystem within the Android Automotive platform, benefiting

automakers and drivers alike. Appning acts as the certification partner for its OEMs. By certifying the apps on behalf of the OEM it allows a single communication channel for developers and a fast go-to-market.

**With the goal of reaching 20% connected cars market share by 2025, what are the key strategies and technological innovations Appning is implementing to achieve this ambitious target, and how do you plan to maintain the quality and reliability of your services amidst rapid expansion?**

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To achieve our goal by 2025, Appning is focusing on several key strategies and technological innovations. First, we are expanding our partnerships with leading automakers and content providers to ensure a wide range of high-quality applications and seamless integration into vehicles.

We are also investing heavily in R&D to continuously enhance our platform's capabilities, including improving developer support tools, OEM apps market management tools and optimizing performance. To maintain quality and reliability, we are scaling our infrastructure and implementing robust quality assurance processes. Additionally, we prioritize customer feedback and iterate rapidly to address any issues and improve the user experience. By combining strategic partnerships, cutting-edge technology, and a strong commitment to quality, we are well-positioned to meet our ambitious targets and continue delivering exceptional infotainment solutions. In addition, Appning is employing exciting initiatives to stimulate innovative new use cases in the car.

One such initiative is a developer contest aimed at creating the next generation of Android automotive applications. This contest represents a fantastic opportunity for developers to showcase their creativity and innovation, and to introduce groundbreaking new use cases for the car. Participants are encouraged to push the boundaries of in-vehicle technology, crafting apps that enhance the driving experience in novel ways. The winning application will receive the support of Appning and will be launched in a vehicle from the BMW Group, offering the winner a unique chance to see their innovation come to life on the global stage.

**How does Appning ensure the security and safety of apps available on its platform, particularly given the unique challenges and requirements of the automotive industry?**

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At Appning, ensuring the security and safety of apps on our platform is a top priority. We implement rigorous vetting processes and adhere to stringent automotive industry standards to ensure that all applications meet high safety and security benchmarks. Our platform employs advanced security protocols towards applications onboarded on our platform, including regular audits and real-time monitoring, to protect against potential vulnerabilities. Additionally, we work closely with app developers and OEMs to ensure their software is optimized for in-vehicle use, focusing on minimizing driver distraction and maximizing user safety. By maintaining these robust security measures, we provide a trustworthy and secure ecosystem for both automakers and end-users.



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